

AirBnB in Amsterdam

Market Introductory Analysis

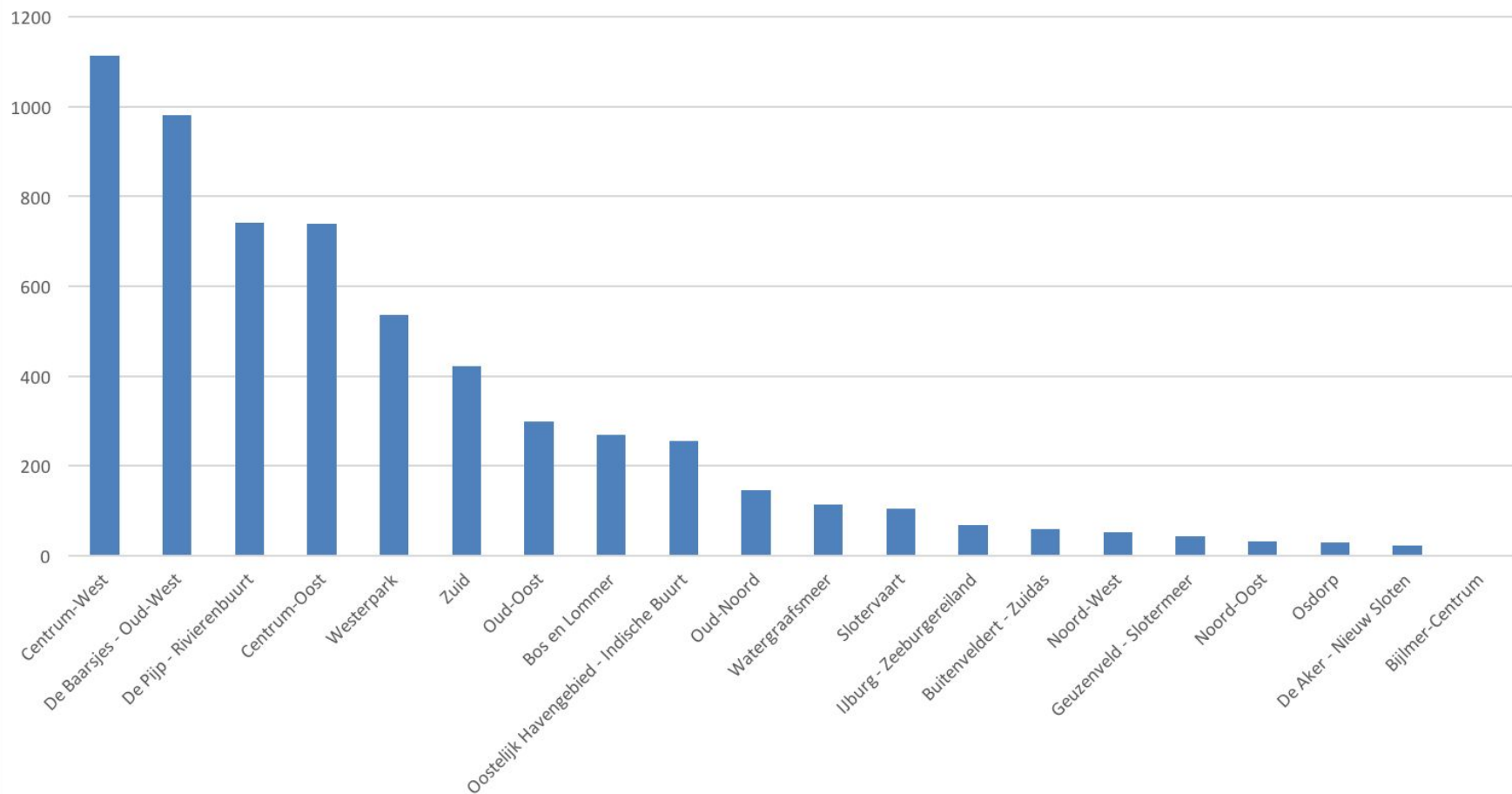


Removed duplicates in 'id' column (17 records removed)					
Performed Text from Column split of 'host_since_anniversary' to get month and day in separate columns					
Used =date() function to create date in mm/dd/yyyy format of 'years_hosting' from new columns and 'host_since' column					
Used Filter to display only properties with 0 reviews or blank reviews and deleted them					
Changed all variants of Noord-Holland to 'North Holland'					
Changed all variants of Amsterdam to 'Amsterdam'					
Changed all variants of Amsterdam Zuidoost to 'Amsterdam Zuidoost'					
Sorted by zipcode and replaced 1 record with zip of '0' in city of 'Amsterdam' to correct Amsterdam zipcode					
When state was blank and city was 'Amsterdam', I replaced blank state with 'Noord Holland'					
When state was incorrectly labeled 'Amsterdam' and city was labeled 'Amsterdam', I replaced state with 'Noord Holland'					
Deleted all rows with blank ratings					
Created 'percent_occupied' column from 'proxy_bookings' divided by 'years_hosting' times 365					
Created 'estimated_revenue_per_year' by dividing 'est_total_revenue' by 'years_hosting'					
Created 'performance_score' column from 'est_total-revenue' divided					
by 'percent_occupied' to create a score that takes into account how full its booking schedule has been since joining AirBnB					
Created column for use with custom_query(2 bedroom entire apt under \$200)					

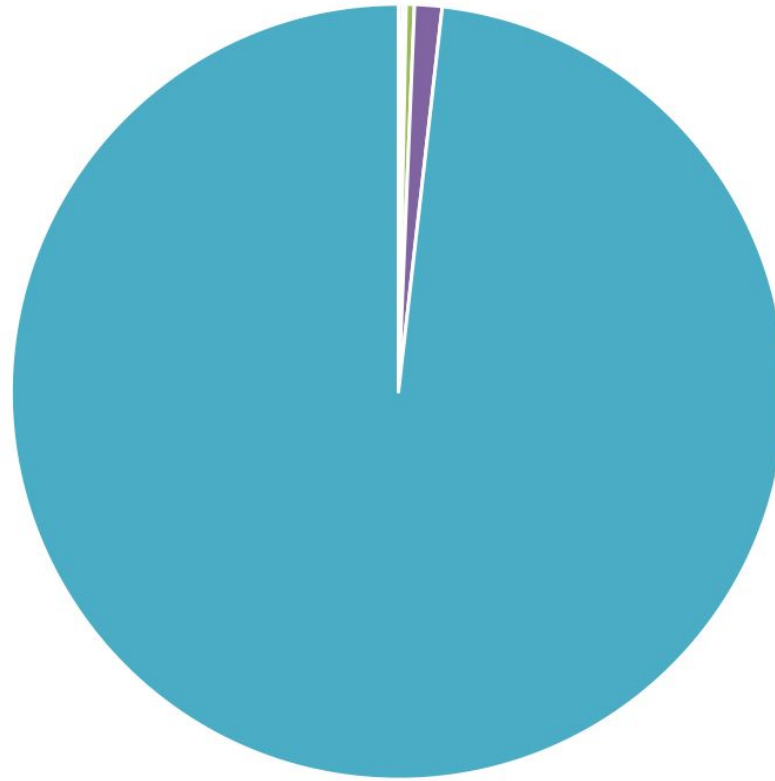
Primary goal:

Get a sense for the norms of mainstream tastes and biggest demand

Amsterdam AirBnB Properties by Neighborhood

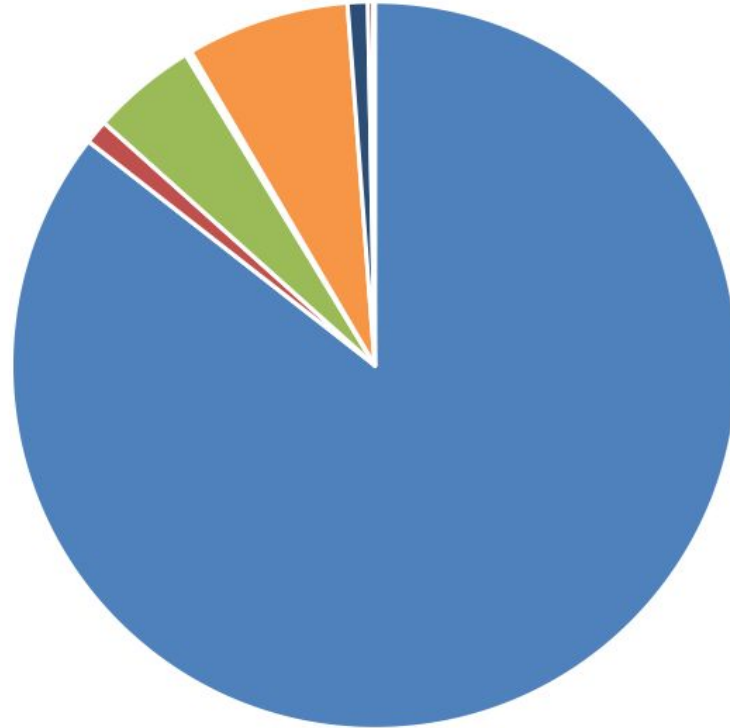


Amsterdam Bed Types



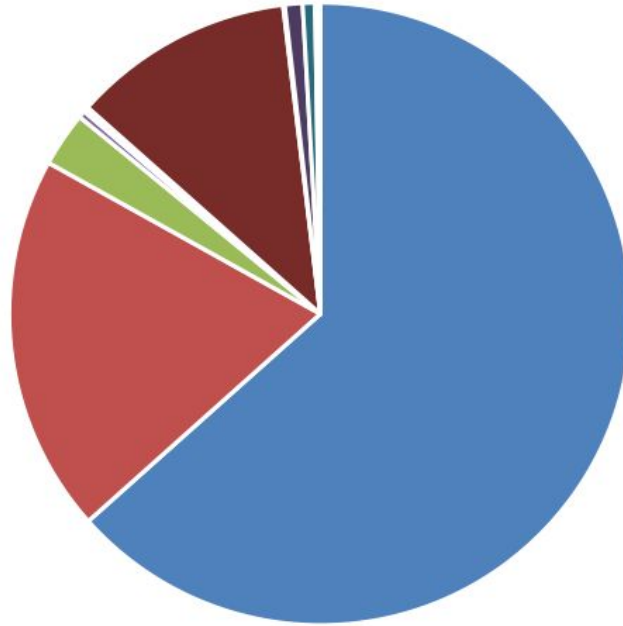
■ Airbed ■ Couch ■ Futon ■ Pull-out Sofa ■ Real Bed

Amsterdam Entire Home or Apt - Types



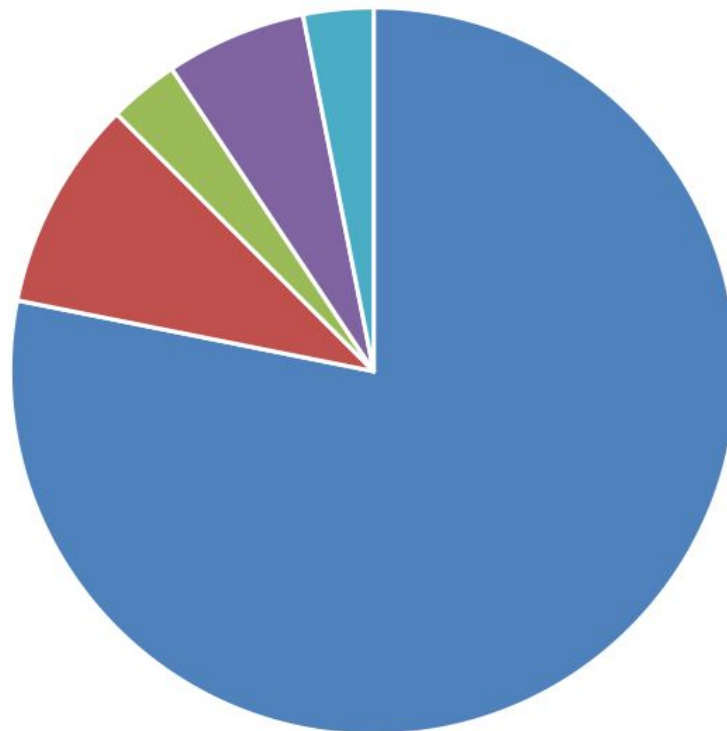
■ Apartment ■ Bed & Breakfast ■ Boat ■ Cabin ■ Camper/RV ■ House ■ Loft ■ Other ■ Villa

Amsterdam Private Room - Types



- Apartment
- Bed & Breakfast
- Boat
- Cabin
- Camper/RV
- Chalet
- Earth House
- House
- Hut
- Loft
- Other
- Villa
- Yurt

Amsterdam Shared Room - Types



■ Apartment ■ Boat ■ Dorm ■ Loft ■ Other

Two strategies to choose from

1. Marketing- to increase % of year property is occupied
2. Service- to increase ratings and thus bookings

All Property Types							
Leading Properties (Top Ten List)		ID	City	Neighborhood	Est. Revenue per Year (\$)	Avg. Rating	Time Occupied (%)
Maximum	1	466030	Amsterdam	Centrum-West	\$ 93,066	97	20.2%
	2	297220	Amsterdam	Centrum-Oost	44,567	97	5.2%
	3	472871	Amsterdam	Centrum-West	32,572	98	5.4%
	4	1013715	Amsterdam	Centrum-West	32,063	98	13.0%
	5	311507	Amsterdam	Centrum-West	31,397	99	5.3%
	6	1254051	Amsterdam	De Baarsjes - Oud-West	28,782	96	8.0%
	7	1026562	Amsterdam	De Baarsjes - Oud-West	27,672	97	11.0%
	8	327285	Amsterdam	De Pijp - Rivierenbuurt	25,116	99	24.4%
	9	1316990	Amsterdam	Centrum-West	24,401	95	6.4%
	10	1287995	Amsterdam	Centrum-West	23,961	97	13.1%
Minimum		5286329	Amsterdam	Centrum-Oost	7	80	0.1%
Mode		n/a			165		
Average					2,241	93	2.4%

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	4	474533	Amsterdam	Centrum-West	19,009	95	11.6%
	5	693432	Amsterdam	Centrum-West	16,548	94	4.5%
	6	439082	Amsterdam	De Pijp - Rivierenbuurt	16,434	99	6.8%
	7	47061	Amsterdam	De Baarsjes - Oud-West	16,418	96	9.0%
	8	912223	Amsterdam	Centrum-West	16,106	96	18.4%
	9	669819	Amsterdam	Centrum-Oost	15,828	92	14.5%
	10	1687052	Amsterdam	De Baarsjes - Oud-West	15,115	96	9.3%
Minimum		3682140	Amsterdam	Bos en Lommer	37	100	0.2%
Average					2,176	571	14.4%

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